MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2016/2017

BMK3144 – MULTIMEDIA & MARKETING

(All sections / Groups)

30 MAY 2017
2:30 p.m. – 4:30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **THREE (3)** pages (excluding cover page) with **FIVE (5)** questions only.

2. Attempt **ALL** questions.

3. All questions carry equal marks and the distribution of the marks for each question is given.

4. Please write all your answers in the Answer Booklet provided.

Attempt ALL questions.

Question 1

Any individual who has a computer or a smartphone with sensitive information wants to protect that information.

The greatest threat to computer/mobile systems and their information comes from humans, through actions that are either malicious or ignorant. When the action is malicious, some motivation or goal is generally behind the attack. For instance, the goal could be to disrupt normal business operations, thereby denying data availability and production.
Source : Microsoft

Discuss any **FOUR (4)** common security threats that may harm an individual's information. Which of those four has the highest threat to one's information? Justify.

(20 marks)

Question 2

List and explain any **FIVE (5)** online marketing and advertising tools that a marketer can use to promote their products/services. Include relevant examples in your answer.

(20 marks)

Question 3

Behavioral targeting comprises a range of technologies and techniques used by online website publishers and advertisers aimed at increasing the effectiveness of advertising using user web-browsing behavior information.

Compare and contrast **TWO (2)** advantages and **TWO (2)** disadvantages of a company using behavioural targeting on their prospective customers. Include relevant examples in your answer.

(20 marks)

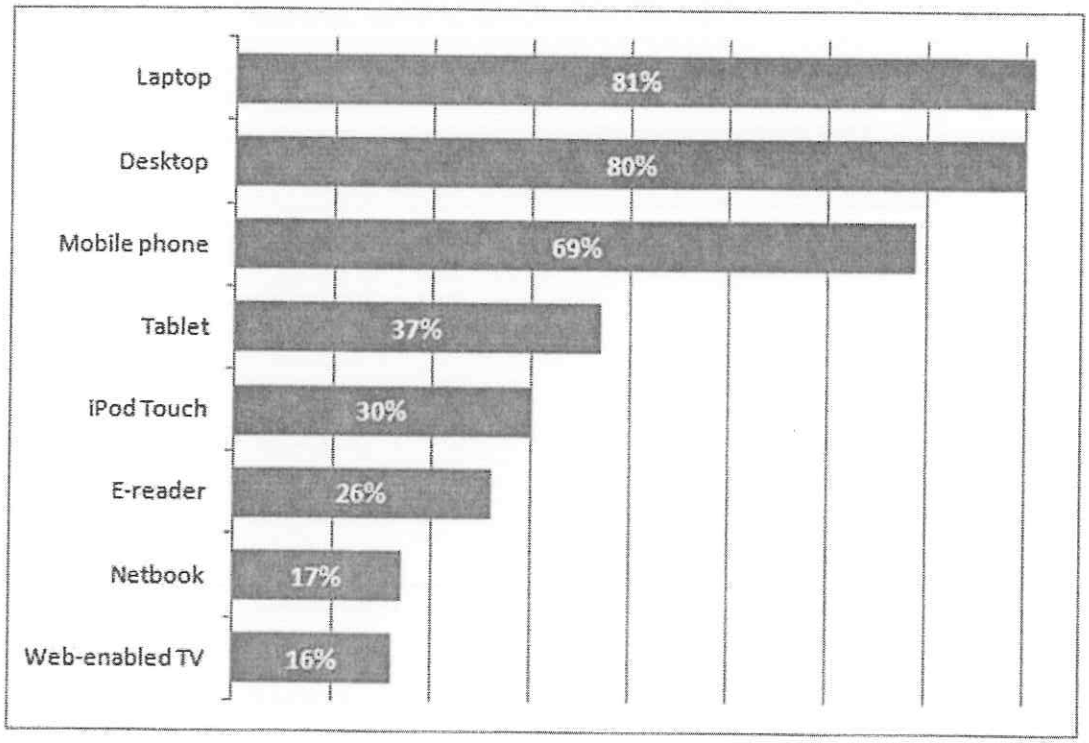
Continued...

Question 4

Kids age 6-12, who are in the process of expanding their social circles outside of their families, are interested in (and often active on) online social media, according to Donna Sabino of Ipsos, reporting on Ipsos MediaCT's syndicated LMX Family Study data. The study measures adoption of and adaptation to new media and technology by kids and parents.

Even though most social networking sites don't allow members under age 13, most kids do have access to a host of Internet-enabled devices.

Internet Enabled Devices in Households With Kids Age 6-12



Source: IpsosCT LMX Family Study, Wave 4, 2012 *n=2,118*

Choose a product that caters to kids aged 6-12. Design a digital marketing plan using Reach, Act, Convert and Engage (RACE).

(20 marks)

Continued...

Question 5

Omni-channel marketing has become key to marketing success as customers engage with companies in a variety of ways. Discuss any **THREE (3)** advantages for a retailer to use this strategy. Also, choose and explain 1 company that currently uses omni-channel.

(20 marks)

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